

Originator  
Planning

Item

**Study Discussion - South Loop Pedestrian Wayfinding Project**

Date  
3/10/2016

Description

## GENERAL INFORMATION

Applicant: City of Bloomington

Request: Provide feedback on:

- Preliminary signage design concepts
- Preliminary signage locations

## DEADLINE FOR AGENCY ACTION

The applicant has waived the agency action deadline for this application.

## BACKGROUND

The City of Bloomington has hired Signia Design to design a system of wayfinding signs based on the preliminary pedestrian wayfinding concepts outlined in the *2013 South Loop Streetscape Master Plan*. A map of the wayfinding and branding system proposed in the *2013 Streetscape Plan* is enclosed.

The overall goals for the project are threefold:

1. Identify the specific destinations and amenities that should be included in the South Loop wayfinding system.
2. Identify and map locations of the proposed signage.
3. Develop a set of design guidelines that identify:
  - Standard sign designs (i.e. materials, colors, size, etc.) for the following sign types:
    - Primary Pedestrian Information Kiosk
    - Pedestrian Directional
    - Secondary Pedestrian Directional
  - A set of policies to guide how the wayfinding system should be implemented.

At this meeting staff, in conjunction with Signia Design, will present the following materials:

- Three preliminary signage design concepts
- Preliminary sign locations

Staff is looking for the following feedback from the Planning Commission:

- A recommendation to the City Council regarding which signage design concept should be moved forward for more detailed design. Only one concept can be advanced.
- Feedback regarding preliminary sign locations

Review of the final sign designs, including materials, colors, and sizes will occur at a future study session.

## **STAFF CONTACT**

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### Requested Action

Provide input and direction on the preferred sign design concept and sign locations.

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### Attachments:

Wayfinding Map from 2012 South Loop Streetscape Plan